

"The Paper" connecting all Whiting & Davis interests.

Volume 3

Plainville, Mass., September 21, 1922

Number 19



SHOWING THE W. & D. RECREATION BUILDING UNDER CONSTRUCTION

## Progress Pleasing To Employees

The progress being made on the new recreation building which is for the comfort and welfare of employees and which is costing thousands of dollars, is pleasing to all and to none more than its donor.

It will only be a short time now when we can take advantage of its many facilities for relaxation. Not only after the day's work is done but during the lunch hour many will make good use of its spacious piazza to sit in the shade and rest, while inside most likely someone will accommodate at the piano.

It is the intention of Mr. Whiting that the building remain open until 10 p. m. giving employees and their families a Community Center at which to gather and have a good time. The one stipulation he makes is that everyone use the furnishings and equipment with the care that they would give their own.

For special occasions the privilege of a later closing hour will be given upon application. A man will be in charge of the building to look out for its upkeep and maintenance, and to whom patrons may go to make known their wishes.

It will be possible to run moving pictures in the assembly hall which is 84 by 34 feet, and many enjoyable evenings are in prospect.

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## WHITING & DAVIS CO. AT THE AMERICAN NATIONAL RETAIL JEWELERS CONVENTION AT CINCINNATI.

BY WALTER L. RICE

HERE met for their annual August 29th to September 1st, convention in Cincinnati from approximately 800 members of the American National Retail Jewelers Association for the purpose of exchanging ideas, discussing trade problems and promoting friendly legislation.

These retailers, all good friends of ours came from all parts of the Country. They were there from Florida and Canada, from California and Maine, and we were there to greet them with a display of Whiting & Davis Mesh Bags, about which the current issue of Jewelers Circular weekly has the following to say:

The display of mesh bags made by Whiting & Davis Co. at this convention was the largest and most varied ever shown at any convention. C. C. Whiting and W. L. Rice, who were in charge of the display, were kept busy telling of the processes of manufacture of the mesh and bags, and listening to the myriad exclamations upon the marvelous achievements of this company in the manufacture of mesh bags. More than 750 different styles of bags in solid silver, nickel and solid gold were on display. Every visitor was interested in the specimens showing the process used which

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## Bag Topics

### SERVICE

By HARRY B. ROWAN

Is there one thing more than another that the buyer of an article expects to receive than the service it will give? I think you will agree that service in nine cases in ten is the uppermost thought.

Along this line Manager Walter Rice has been working at Cincinnati, coming in contact with many retailers at the Hotel Sinton and explaining with the aid of a well rounded out exhibit the different processes required in the making of mesh bags. Incidentally their viewpoint is appreciated and will be used to better our product. It is when the mesh bag is in the customer's hands that the stamp of approval is given or withheld as the case may be. And it is our business to see that satisfaction is given at all times in the matter of service, backing up our product to the limit which we can truthfully say we are striving to do.

Bags come into our Repair Dept. from customers which show amateurish work done with soft solder or riveting and poorly finished. No doubt someone has done the best they could with the equipment at hand; nevertheless, it would have been better for the customers if the bag had been sent to the factory where it can and is put in a like new condition.

How many of our dealers realize that all repairs done at the factory have to pass an inspection as to workmanship and finish similar to our new bags before they are returned? Think what this means as people learn of this backing up of the Whiting & Davis product.

One thing it surely means and that is that when a mesh bag which we have produced finds its way into a customer's hands, she may rely on the factory standing behind it ready to repair it at any time for a nominal amount.

Service and satisfaction are necessary if we are to progress. Let everyone give of their best.



## Wadco News

PUBLISHED SEMI-MONTHLY  
by Employees of Whiting & Davis Co.  
Plainville, Mass.

EDITOR . . . . . H. B. ROWAN

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COMMERCIAL PRESS-PRINTERS

### BAG TOPICS

#### Continued

There is no doubt that many will avail themselves of this adjunct to our Athletic Field and make a real Civic Center of it to the mutual advantages of the Concern and its employees, between whom the closest feeling of friendship and good will exists.

### SIGNS OF THE TIMES

*Putting Plainville into the Minds of a Million Motorists*

Have you seen the new Whiting & Davis signs?

Then you haven't been in or out of Plainville lately; because at both entrances to the town we are proud of, on the main Boston to New York shore line highway stands a resplendent new Whiting & Davis road sign notifying travelers that they are entering Plainville.

They are beautiful signs—the finest examples of sign construction which the big outdoor sign concern we employed ever put up. No need to describe something everyone of us should see at first chance.

Here's some facts, however, that are very interesting and not of common knowledge. For instance: a count made by our representatives showed that an average of four thousand automobiles pass these two signs every Sunday during the motoring season, and an average of 1,500 each week day.

Get out your little old lead pencil and figure the total. The number of persons who are having Plainville jolted into consciousness by the Whiting & Davis signs is some tidy little aggregation.

The count showed also that cars from nearly every state in the Union passed the signs during the period of the count.

The Wadco Ad Man

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enables Whiting & Davis to make a mesh, the wire of which is a few thousandths of an inch in diameter, and have every link hard soldered. The new Sunset mesh of various colors and variegated designs also attracted much attention and admiration. Every one, however, was especially impressed by a piece of silver mesh that measured 8½ by 17 inches. This piece of mesh consisted of 119,850 links, made of wire .0085 inch in diameter and every link soldered.

We were there not alone to instruct and to tell the retailer where we could be of help to him, but also to listen to suggestions and to learn from the dealer where our product can be improved and our service to him bettered.

The successful marketing of a product is dependent upon its system of distribution and the retailer is perhaps the most important link in that plan for distribution which carries the product to the hands of the eventual consumer. The viewpoint of the man who is putting any product across the counter is of importance to the maker of that product. It is especially important regarding our line and so, at Cincinnati, we were eager to get viewpoints of retailers from so many parts of the Country.

Our line received many compliments and some criticism, but a synopsis of our numerous interviews boiled down to a few words is "Maintenance of Quality of Product and Service."

We in the factory are apt to lose sight of what these two factors mean to each of us and how the maintenance of them is entirely up to us. Our interest in the product of our labor should last not only while that piece is in our hands but until it is in the hands of the consumer and even after that.

A concern's success is measured by the demand for its product, and so we must continually put forth the effort that will produce the best quality of work in the shortest space of time and insure for our customers and ourselves.

### "QUALITY OF PRODUCT AND SERVICE."

Falconry, the art of hunting with trained birds, was known in China about 2000 B. C.

The custom of drinking "toasts" is derived from the ancient religious ceremony of pouring libations to the heathen gods.

### KEEPING ON THE JOB

It is all very well, in these days when everyone feels that better business is just ahead of us, to be optimistic. But it is a fallacy to delude ourselves into the belief that business will be better simply because we think it will be. Continuous, intelligent efforts is a brand of optimism that is required. We must face the fact that there is only one way to better business, and that way is to go out and make it better.

It is the man who is eternally on the job, using his best brains, energy and shoe leather—the man who is the business getter—that is the maker of better business. Every man who has a job to do should first see that he is doing that job, and if he has supervision over others, to see also that they do theirs.

High-sounding phrases and "soaring the eagle" line of blarney won't get us anywhere. The wheels of industry and commerce will only begin to hum to the tune of prosperous times when we have in this country sufficient men who realize an individual responsibility which they owe to business.

We have some distance to travel yet before we have reached a normal condition of business—when the factors of production, distribution and consumption are all harmonized—but the quickest and surest way to get there is for each to go to work, and then work some more.

The superstructure of this factory rests upon the general earnestness and individual quality built into the Whiting & Davis product.

### A LIVING BAROMETER

If you put a leech into an eight-ounce phial containing three g'l's of water, and covered with muslin, it will make an excellent barometer.

If the weather is to be fine, the leech will lie motionless at the bottom of the glass, coiled up in a spiral form. If rain is expected it will creep to the top of its lodging and remain there. If wind is approaching, it will move about rapidly.

On the approach of a thunderstorm it will show great uneasiness, while in frosty weather, as in clear summer weather, it lies constantly at the bottom.

The coast line of Heligoland, which measured 120 miles in A. D. 1300, had been reduced to three miles in 1900 by coast erosion.



## VISITORS WELCOME

During the past month several retail jewelers have taken the opportunity to visit our plant to see just how we make mesh bags. The following are a few of the most recent visitors whom we have had the pleasure of meeting:

Arthur DeMontigny, August U. Burque, Nashua, N. H.; George E. Patoel, Leominster, Mass.; Albert E. Dickson, Clinton, Mass.; Sidney Stanbach, DeWitt, Iowa; G. S. Oppel, Little Falls, N. Y.

We believe it a good idea for the retail dealers to go through our factory as they are then better able to explain to their customers the different features of our merchandise.

## FACTS

Italy owns the longest stretch of electrified railway in Europe, covering a distance of about 170 miles, over which the trains travel in two and three-quarter hours.

Beira, in Portuguese West Africa, is built on sand so deep that horses cannot travel on it. Merchandise and passengers are carried in trolleys running on rails and pushed by natives.

Solomon's Temple, for the building of which practically the whole manhood of Israel was commandeered, would have cost \$5,000,000,000 to construct at present prices.

Chinese Emperors are never mentioned by name from the moment of their accession, and are generally alluded to by some such title as "Lord of a Myriad Years," or "The Son of Heaven."

In the Polar regions conversation can be carried on with ease at a mile to a mile and a quarter. This is because the air is cold, clear, and extraordinarily still.

Wigs made of white silk are the latest freak of Parisian fashion.

The child of a father over fifty years of age has ten times as good a chance of becoming eminent as he would if his father were a younger man.

The sun is only due south in the heavens at noon on four days in the year.

Mohammedan women may not, according to the Koran, permit their faces to be seen by any man save their fathers, husbands, sons, or other close blood relatives.

Fahrenheit, who designed the thermometer bearing his name, died in 1736.

## MANY AUTOS PASS SIGNS

A count was taken Sunday September 10th of autos passing our new signs on the State Highway which, many people know, runs from Portland, Maine, to Washington, D. C., and is much used by visitors from every State in the Union. Below are shown the figures by hours:

9 a. m. to 10 a. m.....	205
10 a. m. to 11 a. m.....	260
11 a. m. to 12 m.....	298
12 m. to 1 p. m.....	302
1 p. m. to 2 p. m.....	253
2 p. m. to 3 p. m.....	304
3 p. m. to 4 p. m.....	410
4 p. m. to 5 p. m.....	471
5 p. m. to 6 p. m.....	515
6 p. m. to 7 p. m.....	590
7 p. m. to 8 p. m.....	403

Total, 4008

Travel is shown to be exceedingly heavy at night and electric lights are being considered to illuminate the signs.

A count taken on a rainy Sunday for 10 hours showed 2905 autos passing which is very close to 5 a minute.

## BUTTONS FROM NUTS

The majority of the buttons we wear are not made of bone or horn. Most of them are of vegetable ivory, and much of it is obtained from the Tagua palm.

This palm grows wild in vast groves in Panama and Columbia. The clusters of its nuts, looking like coconuts, are cut green from the tree and dried in long open sheds. After some weeks' drying, the inside of the nut, which is milky in the green state, grows almost hard. Then the outer coating of fibre is stripped off, and inside there appears a glistening brilliant white substance which dries as hard as ivory. The stripped nuts are then shipped to manufacturers.

*Shaped by Machinery.*

At the factory they are cut by swiftly revolving saws into rough discs, which in turn are put into the lathes and shaped by machinery. Machinery, too, drills them, reams them, counter-sinks and niches them, and makes them into all sorts of shapes and sizes.

These nuts of the Tagua palm become millions and millions of little pieces, which are dyed, and mottled, and polished, and embossed, by machinery. Then human hands put them on cards, and pack them ready for use.

## AIM HIGH

If you would rise above the throng  
And seek the crown of fame,  
You must do more than drift along  
And merely play the game.  
Whatever path your feet may tread,  
Whatever be your quest,  
The only way to get ahead  
Is striving for the best.

'Tis not enough to wish to do  
A day's toil fairly well;  
If you would rise to glory you  
Must hunger to excel.  
The boy who has the proper stuff  
Goes into every test—  
Not seeking to be "good enough,"  
But eager to be "best."

Aim high! And though you fail to-day,  
And may to-morrow fail,  
Keep pounding steadily away—  
Some day you'll hit the nail.  
At no halfway mark ever pause  
In snug content to rest.  
Who would win honor and applause  
Must want to be the best.

The best must be your aim in life—  
The best in sport or work;  
Success in any form of strife  
Falls never to the shirk.  
The crowns of leadership are few,  
The followers move in throngs;  
If you would be a leader you  
Must shun the "drift-alongs."

## PADDLE!

Two frogs fell into a bucket of cream  
And must paddle to keep afloat,  
But one soon tired and sank to rest  
With a gurgling sigh in his throat.  
The other paddled away all night  
And not a croak did he utter,  
And with the coming of morning light  
He rode on an island of butter.  
The flies came thick to his island home  
And made him a breakfast snappy:  
The milkmaid shrieked and upset the pail,  
And froggie hopped away happy.  
A moral prophets find in this rhyme,  
And hasten at once to apply:  
Success will come in the most difficult time  
If we paddle and never say die.  
The Islamite.

On Rennell Island, the least visited in the Pacific, the only currency consists of the teeth of flying foxes; the island is surrounded by walls of coral limestone 300 ft. high.



## THE MISTAKE CELLINI MADE

*By Thomas Dreier.*

After Benvenuto Cellini was freed from a long term in prison in Rome, he received an offer from the King of France to come to Paris and engage in his profession as a goldsmith. The king gave Cellini a palace for himself and his workers, supplied him with all the money he needed, heaped high honors upon him and enabled him to acquire riches such as he had never enjoyed before.

Cellini enjoyed such good fortune that when little annoyances came along he didn't have sense enough to treat them as little annoyances. He began to think that he was not getting a fair deal and that people were not treating him as a great artist ought to be treated. Almost without warning, he left France and went to Italy where he entered the employ of Duke Cosimo in Florence. All he really received from this duke was a lot of nice promises, only a few of which were kept.

For years he worked under difficulties, suffering all kinds of insults, was denied the help he needed in his work and was brought to realize, over and over, that a mistake that could never be rectified had been made when he left France.

The man who is tempted to leave an organization because everything in it isn't to his liking, would do well to think his way through before running the risk of making a fool of himself the way Benvenuto Cellini did when he left the King of France.

## THE WAY TO WIN

Life is just a game to play;  
Play it!  
When you have a thing to say,  
Say it!  
Do not stammer "if" or "but".  
Courage takes the shortest cut.  
When your task is hard to do,  
Grit your teeth and see it through!

Life is just a prize to get;  
Get it!  
If the stage is not well set,  
Set it!  
Men of mettle seldom find  
What they're looking for behind.  
Fate is passing down the street;  
Follow up with nimble feet!

Lucy Thibadan, Mae Robbins, Beatrice Ayer, Louise Kriegl, Reta Abrams spent the past week end at Prudence Island, R. I.



Here we have a picture of Annie McCluskey who has been with us two years. She is a very efficient little worker and is in charge of the stock in the unsoldered department, and by the way, just try and get a bag without an order and Annie will tell you mighty quick. An order is necessary.

May Fulton has left the soldered department and is now in the outer office checking.

Annie McGoary can now run a Flivver without excuses.

We hear that Ida Dumas brought in a mailing list of sailors. Rumor has it that Elsie, Erleen, and Juliette took their pen in hand, result—several very nice letters.

Clara Guild has succeeded in having the girls file out in a more systematic way at quitting time.

Dora Landry and Ellen Peck find it rather hard to solder and listen, too, when the Wadco man is around.

Beatrice Ayer enjoys her trips to Foxboro especially down to the Ole Swimming Hole.

Helen J. plays Romeo and Juliet with a modern Sheik going to and from work.

Leon Mayshaw lost a valuable overcoat from his auto at Lake Pearl.

Hattie Coombs is confined to her home by sickness.

Rhea has had difficulty lately in sprinting to the Shop so as to be there when the whistle blows. Once or twice she has deigned to ride in a Flivver and just made it.

Lillian St. John has an awful bad cold. How did she get it?

Rosanna Babineau is a new comer in the Soldered Dept. She is on the inspection bench.

Peggy, we understand, has become proficient in Theology.

The girls want to know how Ted Peterson is getting along. They miss his articles in the Wadco.

## SAYINGS OF THE UNSOLDERED BENCH GIRLS

Alice Lanteigne: O' for crying out Lond.

Alice Robbins: Anyone see Sterl last night?

In Monahan: Honest, no kidding.

Pearl Cote: I saw somebody last night.

Germaine: O Ernest are you earnest?

Ora Lunnah: I love to waltz with Joe.

Betty Labrie: I got a date with an Attleboro gny to-night.

Nancy Bell: Do you really!

The girls of the soldered spiral department hope that Santa Claus will bring them some lockers for up stairs or else a walking outfit for their noon hike.

## UNSOLDERED DEPT.

Leon Mayshaw has just passed the two year mark the 5th of September for the Whiting & Davis Co.

Best wishes are being extended to Diana Beaulois of the unsoldered department who is to be married the last of the month.

Paul, from all accounts didn't forget to kiss Tina on her birthday. Paul says no, he don't kiss girls.

Harvey has recovered several of his strayed umbrellas.

Sewing Clubs are being organized in the Soldered and Unsoldered Departments.

Tina Gauvin said that Russel did not go to Boston to study Law, it was Love.

The girls are looking forward to the big dance when our new Recreation Building is opened.

Lillian Bryden likes to lighten dark corners talking to Ralph during noon hours.

Miss Sarah Wells has left the employ of the Whiting & Davis Co.

## A LITTLE WISDOM

Anger ages and worry wears.

Fret over the past and you'll fail in the future.

Be slow enough, and quick enough, to be sure.

He who swells in prosperity will shrink in adversity.

Strong language is often the prop for a weak cause.

The only sure way to keep a secret is to say nothing.

Don't let the only spur to your work be your employer's eye.